

Course title: Entrepreneurship Development and Management				
Course code: PPM 198	No. of credits: 2	L-T-P: 15-13-0	Learning hours: 28	
Pre-requisite course code and title (if any): None				
Department: Department of Business Sustainability				
Course coordinator: Dr. Jaya Seelan		Course instructor: Dr. Jaya Seelan		
Contact details:				
Course type: Core		Course offered in : Semester 3		
Course description: It is needless to mention the relevance and importance of Entrepreneurship culture in our country given the level of unemployment on one hand and opportunities for creation of enterprises on the other. The subject of Entrepreneurship attracts importance in every sector of economy since it opens up the door for enterprise creation in every sector of business. Government has already issued a mandate of skilling 500 million youths of our country by the year our country enters 75th year of Independence in the year 2022. One of the objectives of skilling up youth is to encourage them to set up their own micro/small enterprises or engage themselves productively in larger enterprises. In essence we need to create Entrepreneurial movement in our country and such a movement is possible through entrepreneurial curriculums.				
Course objectives: Primary objective of the course is to expose the students of Business Management to appreciate and understand the concepts and fundamentals of Entrepreneurship and to make them understand the process of business idea generation and converting the idea into a business model. While carrying out this process they also understand the role of government and the machinery that renders support in terms of policies, assistances etc. for creation, sustenance and growth of the enterprises by the individuals.				
Course contents				
Module	Topic	L	T	P
1	Definition of entrepreneurship, historical background, Gandhian philosophy, rural, village and cottage industries, entrepreneurial competencies, characteristics and qualities, charms of entrepreneur, case studies and group discussions, real life examples of successful entrepreneurs and their background, comparison of entrepreneurs and managers.	2	2	
2	Types of motivation, Entrepreneurial Motivation, David McClelland's achievement motivation model, exercises such as ring toss etc. to understand risk taking behaviour	2	1	
3	Techniques and tools to improve creativity and innovation, impact on idea and business idea generation, psychological background of idea generation, exercises through idea generation lab.	2	3	
4	Business plan and components of business plan, environment scanning, market survey, feasibility studies, project report preparation- exercises, financial statement analysis: financial ratios.	3	2	
5	Indian Environment for Entrepreneurship: key regulations and legal aspects , MSMED Act 2006 and its implications, definition of MSMEs vis a vis other	2	3	

	countries, schemes and policies of the Ministry of MSME, role and responsibilities of various government organisations, departments, banks etc., Role of State governments in terms of infrastructure developments and support etc., Public private partnerships, National Skill development Mission, Credit Guarantee Fund, PMEGP, discussions, group exercises etc.			
6	Issues and problems faced by micro and small enterprises and effective management of M and S enterprises (risk management, credit availability, technology innovation, supply chain management, linkage with large industries), exercises.	2	1	
7	Social entrepreneurship-role and need for entrepreneurship development, EDP cell, role of sustainability and sustainable development for SMEs, case studies, exercises.	1	1	
8	Challenges for entrepreneurs and prospects through e Marketing, future openings through FDI.	1		
		15	13	0
Evaluation criteria:				
Mid-term evaluation: 20%				
Case analysis: 20%				
Project: 40%				
End-term Examination: 20%				
Learning outcomes:				
Develops Understanding of:				
<ul style="list-style-type: none"> ▪ Entrepreneurship scenario in the country ▪ Attractions for and challenges of an entrepreneur ▪ Entrepreneurial Motivation and Frustration ▪ Market Surveys: Business idea generation Lab, techniques and tools ▪ Business plan – Project Viability, HR Planning, Financial Planning ▪ Understanding Legal and Regulatory environment- Legal liabilities and obligations of the proposed business ▪ Organisation – Structure, Resources, Marketing, Finance, etc. ▪ Maintenance of records ▪ Basic principles of economics and management ▪ Help available ▪ Business ethics ▪ Role of Government machinery, institutions and support systems (both Central and State Governments) ▪ Role of Public Private Partnerships ▪ MSME Act 2006- Definitions of MSME in India and in other countries and its relevance ▪ Problems and issues confronted by MSMEs in our country and MSME Management ▪ Relevance of National Skills Development Mission ▪ Social entrepreneurship ▪ EDP Cell 				
Pedagogical approach:				
The course will cover basic theoretical inputs and applications through case studies, discussions,				

presentations and interaction along with home assignments and tutorials. There will be 28/42 sessions of one hour each.

The course will be built from the base inputs of entrepreneurship scenario to the creation of enterprise models in terms of all learning objectives covered already.

Much of the inputs will have bearing on the current scenario and the current operations of Government Ministries and departments and other sources. Hence lot of studies and analysis would be based on websites which are in use currently in the entrepreneurship development scenario.

Materials:

1. Poornima Charantimath, Entrepreneurship development- Small Business Enterprise, Pearson Education
2. Robert D Hisrich, Michael P Peters, Dean A Shapherd, Entrepreneurship, latest edition, The McGraw-Hill Company
3. Dr TN Chhabra, Entrepreneurship Development, Sun India Publications, New Delhi

Books:

1. Dr CN Prasad, Small and Medium Enterprises in Global Perspective, New century Publications, New Delhi
2. Vasant Desai, Entrepreneurial development and management, Himalaya Publishing House
3. Maddhurima Lall, Shikah Sahai, Entrepreneurship, Excel Books
4. Rashmi Bansal, STAY hungry STAY foolish, CIIE, IIM Ahmedabad
5. Law and Practice relating to Micro, Small and Medium enterprises, Taxmann Publication Ltd.
6. Kurakto, Entrepreneurship- Principles and Practices, Thomson Publication
7. Laghu Udyog Samachar (English and Hindi)

Websites:

www.msme.gov.in
www.dcmesme.gov.in
www.msmetraining.gov.in
www.nsic.co.in
www.niesbud.nic.in

Additional information (if any):

Student responsibilities:

Attendance and class participation will be given utmost importance. All assignments/case studies should be submitted as per the given timelines

Course reviewers:

1. Dr. S K Dixit- Director, Planning and Professional Development, ICSI
2. Dr. Ashis Gupta, VP, FOAM

Mr. Satvinder Singh, Sr. General Manager, National Small Industries Corporation